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1/9/3 (Item 1 from file: 148)
DIALOG(R) File 148: Gale Group Trade & Industry DB
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12584891 SUPPLIER NUMBER: 65270008 (THIS IS THE FULL TEXT)
Hyundai And Autodaq Corporation Ally To Launch Online Auto Auction Service
For Dealers.
Business Wire, 0178
Sept 18, 2000
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 602 LINE COUNT: 00053

TEXT:

Business Editors & Automotive Writers
MENLO PARK, Calif.--(BUSINESS WIRE)--Sept. 18, 2000
Hyundai Motor America and Autodaq Corporation, a leading
business-to-business e-commerce automotive company, today announced the
launch of "Hyundai Exclusive Online," a new Internet service that will
enable the more than 500 Hyundai dealers nationwide to purchase remarketed
Hyundai rental and fleet vehicles online.

Autodaq, which provides the infrastructure and services to
facilitate the trade of used vehicles on the Internet, will both power and
maintain the Hyundai Exclusive Online service. Hyundai dealers will access
it through the HyundaiDealer.com extranet portal.

The new online auction service will debut in pilot programs in
selected Hyundai sales regions beginning in October and will roll out
nationwide next year.

"Hyundai Exclusive Online will allow Hyundai dealerships to purchase
our fleet cars faster and at a lower cost - all from the convenience of the
computers on their desks or even from their laptops," Hyundai Fleet and
Remarketing Director Steve Piccinati said. Hyundai expects to remarket
approximately 26,000 fleet cars in 2001.

Piccinati added that Hyundai dealers should expect to benefit from
three key advantages of the Autodaq-powered online service:

"First, Hyundai fleet cars will be auctioned directly from
marshalling yards, which is further upstream than in most other physical
and online processes. This will dramatically compress our sales cycles from
as long as 45 days to as short as four days, and will take cost out of our
traditional remarketing process.

"Second, Hyundai Exclusive Online provides advanced search functions
to allow our dealers a precise way to find and sort vehicles they
want. Leveraging Autodaq's unique configuring capability, our dealers can
drill down to the desired vehicle, such as a blue, five-speed Tiburon
priced under \$15,000. This advanced search function is supported by what I
believe to be the most complete condition and pricing information available
to ensure confident online purchasing by our dealers.

"And third, Hyundai dealers will be able to submit 'proxy
bids' at the auctions. In other words, buyers can enter the highest
bid they are willing to pay, and the online auction will take
care of the rest, automatically upping their bid to stay ahead of other
bidders. This system frees up dealership personnel to other important
business, such as taking care of customers and retailing cars."

Autodaq President and CEO Adam Boyden said, "We're thrilled to
partner with Hyundai, an innovative and fast-growing auto manufacturer that
shares our vision of leveraging the Internet to the benefit of those in the
automotive remarketing value chain, especially to dealers."

Hyundai Motor America, based in Fountain Valley, Calif., is a

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subsidiary of Hyundai Motor Company of Korea. Hyundai cars and light trucks are distributed in the United States by Hyundai Motor America and are sold and serviced through more than 500 dealerships nationwide.

Autodaq (www.autodaq.com) is a business-to-business e-commerce automotive company that provides the infrastructure and services to facilitate the trade of used cars on the Internet. Autodaq's online services significantly reduce costs, increase profitability, and improve operational efficiency for financial institutions, auto manufacturers, and other fleet, lease and rental car operators, as well as franchised, independent and Internet-based auto dealers and wholesalers. Based in Menlo Park, Calif., Autodaq is a privately held company; its investors include August Capital, Madison Dearborn Partners, Zilkha Ventures and several angel investors from the Internet and automotive industries.

SOURCE: Autodaq Corporation

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COMPANY NAMES: Autodaq Corp.; Hyundai Motor America

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

DESCRIPTORS: Automobile industry

PRODUCT/INDUSTRY NAMES: 5012000 (Autos & Motor Vehicles Whsle)

SIC CODES: 5012 Automobiles and other motor vehicles

NAICS CODES: 42111 Automobile and Other Motor Vehicle Wholesalers

FILE SEGMENT: NW File 649

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